

2018 Seattle City Council Green Sheet

Ready for Notebook

Tab	Action	Option	Version
72	1	A	1

Budget Action Title: Add \$100,000 to GSF from ARTS admission tax, add \$100,000 GSF to OED, and impose a proviso on \$100,000 for OFM to contract for supporting advancement of the film and media production sector

Ongoing: No

Has CIP Amendment: No Has Budget Proviso: Yes

Primary Sponsor: Herbold, Lisa

Councilmembers:

Staff Analyst: Asha Venkataraman

Council Bill or Resolution:

Date		Total	SB	KH	LG	BH	LH	RJ	DJ	MO	KS
	Yes										
	No										
	Abstain										
	Absent										

Summary of Dollar Effect

See the following pages for detailed technical information

	2017 Increase (Decrease)	2018 Increase (Decrease)
General Subfund		
General Subfund Revenues	\$0	\$100,000
General Subfund Expenditures	\$0	\$100,000
Net Balance Effect	\$0	\$0
Total Budget Balance Effect	\$0	\$0

Budget Action description:

This green sheet would recognize \$100,000 of revenue from the Office of Arts and Culture (ARTS) to the General Subfund, add \$100,000 GSF in appropriation authority to the Office of Economic Development (OED), and impose a proviso to redirect the \$100,000 allocated to ARTS in the Mayor's proposed budget for film and music grants to the Office of Film + Music (+ Special Events) (OFM) in OED for contracting to support advancement of the film and media production sector.

Background

Prior to 2012, OFM dedicated 2.0 FTE to both coordinating permits for film shoots on City property, and designing and leading programming supportive of the film industry. In 2012, OFM inherited management of

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Seattle Special Event permits from the Department of Parks and Recreation. OFM also restructured the office staffing by combining the Film Manager position and Special Events Manager position into one “Film + Special Events Program Manager” position. In 2015, the Film + Special Events Program Manager, along with a City policy analyst, led the complex process to reform the 25-year-old Special Events Ordinance. OFM's experience under this new ordinance is that the change also eliminated virtually all of the Film + Special Events Manager's time dedicated to managing the City's work to support the film industry.

In 2016, the City implemented the significant revisions to the permitting fee structure and the regulatory process mandated by the updated Special Events Ordinance. OFM added two staff to help meet the capacity needs of special event permit coordination. As anticipated during the ordinance reform process, with higher permit fees come higher expectations of event organizers paying those fees. While the staffing changes were important and supportive of better work, OFM has found that the overall management of these complex events requires a higher level of public safety analysis and customer service. This requires disproportionate attention and engagement by the Film + Special Events Program Manager towards special events and has come at the expense of focused support and attention of Seattle's Film Industry.

This green sheet imposes the following proviso:

"Of the appropriation in the 2018 budget for the Office of Arts and Culture (ARTS), \$100,000 of admissions tax is appropriated solely for allocation to the Office of Film + Music (+ Special Events) (OFM) in the Office of Economic Development (OED), through a Memorandum of Agreement between ARTS and OFM, for expenditure on a contract to support advancement of the film and media production sector, and may be spent for no other purpose."

The funding is intended to support a contract accomplishing some or all of the following:

- Lead and support work to coordinate film and media education, skills development, and job creation programs and initiatives between ARTS, OED, and OFM;
- Lead policy work to rebuild and create initiatives like the successful 2012 “Commercialize Seattle” campaign which attracted film productions resulting in millions of dollars in direct spending in Seattle;
- Initiate deeper engagement with local film industry and community in the form of advisory group(s);
- Create and foster relationships with large local companies who produce film and media (Amazon, Netflix, Starbucks, Vulcan), but do not produce it locally;
- Create and foster relationships with Seattle-based and regional secondary and college level film education and training programs;
- Leverage the strength of Seattle's commercial, corporate video, and emerging media industry to better support emerging filmmakers and production crew;
- Partner with the Mayor's Office and key departments to implement film production policies, “soft” incentives, Race and Social Justice (RSJI) engagement, and other initiatives prioritizing film production which reflect City policy and mission; and
- Provide high level coordination between City and intergovernmental agencies as needed for filming requests on sensitive public lands or for filming that would have high-impact on public lands.

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The Council requests that the City Budget Office (CBO) report to the Chair of the Civil Rights, Utilities, Economic Development & Arts Committee and the Council Central Staff Director by April 1, 2018 with recommendations for funding an ongoing position in OFM not backed by admissions tax to accomplish this work in 2019 and onwards.

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Budget Action Transactions

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#	Transaction Description	Position Title	Number of Positions	FTE	Dept	BCL or Revenue Source	Summit Code	Fund	Year	Revenue Amount	Expenditure Amount
1	Increase GSF revenue for OFM support from Arts admissions tax revenue				GSF	Transfer from - Arts & Cultural Affairs	587900	00100	2018	\$100,000	
2	Add appropriation authority for OFM support				OED	Office of Economic Development	X1D00	00100	2018		\$100,000